

"ALEXANDRIA'S BEST STORE"

BENDHEIM'S

IRVIN DIENER, Pres.



Cloth Coats for Winter

Possesses a Wealth of Style

There are many new things you'll notice about Cloth Coats for Winter—their wide sleeves, flaring skirts and slim bodices, any number with bloused backs, Russian style, rich embroidery, braided, and luxurious fur trimming. The earlier you visit the department, the greater the variety of distinctive styles you see.

Exquisite Fabrics

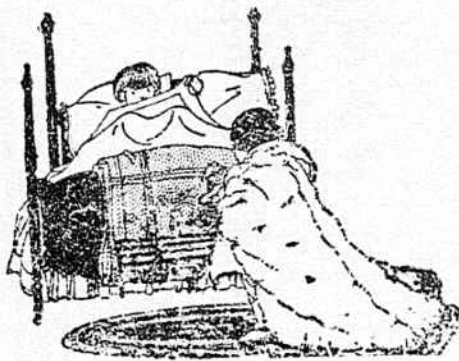
Beautiful deep pile fabrics, Veldyne, Polly Anna, Marvella are luxuriously fashioned into coats any woman will love to possess, for immediate wear even if she has a fur coat.

\$35.00 to \$100.00

Rough Service Coats

Top coats of Polo Cloth and homespun, just a trifle English, are so handy to slip on perhaps over one's suit, for traveling, motoring or in cool damp weather.

\$11.98 to \$40.00

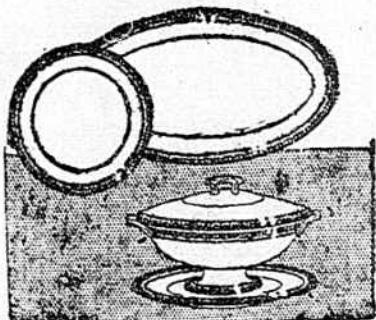


COZY BED COVERS WHEN IT'S COLD

This is a last call to housewives reminding them that cool nights are here with cold ones well on the way; and there's no time like today for selecting plenty of Bedcovers. Really one can't enjoy a good night's rest unless they are cozily warm. Light covers are best, soft fluffy Blankets and Comforters that are gloriously warm, but not heavy.

Even an extra pair of all-wool Blankets, checked or striped, is a splendid move assuring perfect comfort. A pair

Some of these comforters have daintily colored sateen covers and give just enough warmth on nights that turn unexpectedly cool.



CHINA

Like This Sets An Attractive Table

It is surprising how quickly China gets broken no matter how careful you are and you know how annoying it is to find certain pieces missing when you have guests. Even for yourself day in and day out nicked dishes are unpleasant. These very comprehensive assortments give you an excellent chance to get just what you need from a single plate in the open stock patterns to a complete set of fine China.

A four o'clock cup of tea is so cheery on grey Autumn afternoons and here are the most picturesque Tea Sets in attractive autumn colors.

It is always nice to have a better Set of China for special occasions and nothing is in better taste than the lovely.



A FUR WRAP

Just fold the silvery softness of this Seal Wrap about you and know what luxury there is in beautiful Fur, beautifully matched and fashioned. For evening nothing could be more exquisite, and wearing it will give you matchless pleasure.

\$139.00 to \$425.00

UNDERWEAR

For The Children

It is always more or less of an ordeal to coax children into Winter weight Underwear, but mothers who buy this Underwear find it easier because it is sufficiently warm without being bulky and heavy. The youngsters like it.

These garments come in several styles and weights, especially reinforced to withstand the vigorous play of Children and the fine quality yarns of which they are knit insures permanent shapeliness.



CHILDREN'S COATS

Made up of the very same materials and in styles exactly like Big Sisters new winter wraps. Styles that are sure to delight every youngster

\$5.98 to \$27.50

HANDBAGS

New and charming smart, new velvet bags, the kind that show design, style and snap. On display tomorrow for the first time. We also show a wonderful array of imported and domestic bags of art bead work at a pleasing range of prices.

SILK PETTICOATS

Every woman needs one of these beautiful petticoats with her new suit or dress. They are of Jersey, Pussy Willow, Taffeta, etc., and the prices are sure to please all.

\$2.98 to \$25.00

Fine Hand-Made Art

MADEIRA LINENS

Perfectly wonderful in their rich, artistic beauty are these genuine Madeira hand-worked linens of unique designs. Included are heavy work and gorgeous filet medallion effects. Bed spreads, table cloths, towels, doilies and numberless other pretty and useful things in this assortment to select from.

AUTUMN OPENING

and Exposition of new Merchandise
Thursday and Friday, Sept. 29 and 30



NEVER before has this store been filled with such an array of goods, fresh and newly bought, representing the best and latest styles. Joyous anticipation is in the air; gorgeous suits, coats, frocks and materials that tell of fashion's latest decree.

Our store has been newly arranged and new departments added, including the opening of a new Bargain Basement which will be the most popular resort for wise shoppers in Alexandria and vicinity. Our Third Floor is a marvel of rich and beautiful things for the home and so on throughout the entire Four Floors. To the people of Alexandria and nearby townships we extend a hearty invitation to visit us during the opening days and join in celebrating this happy event.

Frocks Rise to Every Occasion

With Unique Trimming Touches

It is so much pleasanter to select Frocks this season when styles are attractively varied and colors new and fascinating. Cut work in Persian patterns, elaborate beading and embroidery on the more dressy styles finds a counterpart in the clever braiding which distinguishes Street Frocks.

Tailormade

These days are just about right to wear a cloth Street Frock without a wrap—or a smart choker, perhaps, and here is a group of very good looking Dresses in Poiret and conservatively styled to make them serviceable but ultra fashionable.

\$19.50 to \$89.50

Long Skirts

—If that's a question which finds you a little fearful you must see how artfully these informal Frocks of taffeta and crepes dodge the issue by dropping girle ends or panels or tassels below a popular length hem. Just a clever trick of the trade.

\$25.00 to \$89.50



A Suit To Fit Your Fancy

Is More Than Likely Here

You may be glad that the early prognosticators of Fall Suits were false prophets because, perhaps you remember, they tried to set up a single acceptable silhouette, slim and having a long jacket. While instead Suits show every varying degree of coat lengths and not uncommonly a most swagger skirt flare.

In the opinion of many well-dressed women Fall is the best time to purchase a Suit because fashioned as they are of heavier fabrics they may be worn well into Winter and always with a certain distinguishing smartness.

at \$29.50

Many Suits in the new style are in this group and others designed for more mature figures. Excellent tailoring makes these splendid values in all-around practical Suit values.

at \$45.00

Blue has long been the approved color for Suits but this season there are blues and blues, Sorrento, navy, peacock, azurite and Harding just in this one group of semi-elaborate Suits.

at \$89.50

Furs, nutria, squirrel, wolf, mole that give such a distinguished air to suits of exquisite fabric are typical of this group—collars, cuffs, bands, even panels are rich of pelts.

Modern Window Shade Making Department. Bids Quickly Furnished

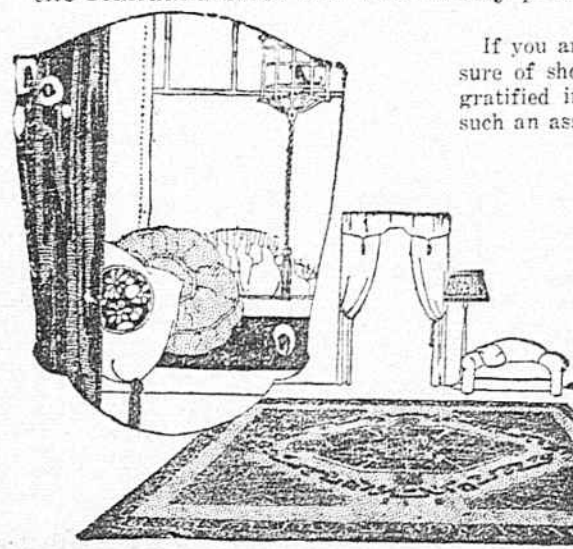
Initial Showing of NEW FALL RUGS On Our Third Floor

Beautiful Showing of New Fall Draperies Visit Third Floor

RUGS -- A Feast to the Eyes -- RUGS

and a delight to any woman who loves a beautiful house, are the magnificent rugs displayed in our Third Floor Department. There are rich lustrous Velvets, Axminsters, Wiltons and others in perfectly lovely colorings, patterns and qualities—shown in all the standard sizes and reasonably priced.

If you are wanting a rug, give us the pleasure of showing you our line, for we will be gratified indeed, to exhibit to our customers such an assortment as awaits your inspection.



Floor and Table Lamps

In a beautiful array of designs and handsome shades at prices that will please and surprise the most critical shopper.

From Aisle to Aisle
and Floor to
Floor



Under the Canopy

—And soon they'll be in their box gazed at through many opera glasses whose owners will nod approvingly for both maid and man from our selections choose Evening Dress accessories in faultless taste.

\$18.50 to \$139.50



Most Modest

—You are to hide behind your fan, and most considerate too, for you have almost compensated by leaving us the dainty Philippine combinations to feast upon. You say there is much pretty Lingerie at the Store?



It's Not Easy

Always to achieve a perfect coiffure, but it is very simple always to have winsome silken Lingerie, pink, orchid, grey in most any style, for our silk Underwear section is one great treasure chest.



Pull the Curtain

—Most assuredly and let us have an extra long peek at this Blouse. A front panel, a sash, embroidered cabochons; Yes, three very attractive style features and there's not a Blouse in this group that hasn't exploited others just as novel.

We Are Proud

of our hosiery Dept. and justly, we think. For it is a place to secure just what you desire, whether the highest quality or moderate priced hose. The new autumn colors in hose are here as well as the popular wool hose for cold days.

Don't Miss Our Glove Department

For there you will find displayed the height of the season's glove wear—the prettiest and newest on the market.